

ROLLA Business Plan

Module: Managing Enterprise in 21st Century (BMSW4006)

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Executive Summary

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This assignment gives a brief account of the company ROLLA. ROLLA is a company that is importing electric bikes from the main provider in the Republic of China and after that, we are selling them in the UK with the main markets as London, Birmingham, and surrounding areas and of course on virtual stores as Amazon website, eBay website and also with our own website. We are offering a less expensive price for our imported e-bikes than our competitors because we have a great provider in the Republic of China that offers an amazing price when we purchase in bulk.

The e-bikes are imported in pieces and assembled in our deposit in London, which is located close to M25, where we store all our e-bikes, and this deposit is used as a service and maintenance center for all our customers. We import our e-bikes by pieces because it reduces the charges for the importing goods in the UK and when we assemble them directly in our deposit, we can test them for quality purposes and guarantee to our customers that we are giving them a quality product. Our maintenance engineer can replace different parts of the bikes, and service the e-bikes for our customers and we offer 2 years warranty.

Electric bikes provide cheap, convenient, and relatively energy efficient transportation to an estimated 40 million to 50 million people in the People Republic of China. They are quickly becoming one of the dominant travel modes. The e-bike is a trendy product because of the 0 fuel emissions and people are getting more and more conscious about our carbon footprint on the planet. As e-bike use grows, however concerns are rising about lead pollution from their batteries and emission from their use of grid electricity and we try to compensate that by offering to our clients to bring their dead batteries in our deposit and we replace them by giving them a store credit. From there we dispose them in accordance with the environmental laws of UK.

Riding an electric bike is truly a fantastic and unique experience. Generally speaking, an e-bike is a bit different from a regular bike because of the modes it has. Our customers can enjoy the ride as a regular bike, by physically moving the pedals and also it can be assisted by the small capacity batteries for the move of pedals. It assists up to a speed of 25 km per hour and is really useful on the tougher slopes.

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Business description and History

Moreover, with the appearance of the pandemic and the restrictions that require social distancing many people saw that this device is a wonderful opportunity to make some significant changes in the way they used to travel to work. The legal factors of any organization which shows what are activities that an organization can undertake are known as business structure.

The name ROLLA is referring to the rolling of the wheels and we consider is a catchy name and really easy to remember by our customers. The logo consists of the name and the letter O it is symbolized by a bicycle wheel. Our slogan: "We roll it to you" is meant to underline the importing services that we provide to our customers.

ROLLA is a private company with 5 associates, and each one of us has a function inside the company. Catalina Dinu is coming from a customer service background; she has experience in hospitality industry in London and she is our customer service representative in charge of attending any needs for our customers. Sergiu Chiran and Virgiliu Bahvalov are working on the Marketing part of the business. Both have more than 5 years' experience working in the

Marketing department therefore they have great knowledge with our advertisement campaigns on Google, Facebook, customer reach and market research. Valentin Scriosteanu comes from a more technical environment and is in charge of the whole operations by taking care of shipments, talking with our supplier, taking care of our important relationships with the couriers and also in charge of supervising the assembly of the e bikes in our deposit. Iurie Chetrari is our accountant, and he is in charge of the finance and taxes part of our business. All of us are equal partners in our company. We will have one maintenance engineer that can help with replacing parts of the bikes and assemble the bikes. We have a contract with a courier company that helps us transport our product safe and delivers the e bike to our customer.

For the moment we sell 2 types of E-bikes:

City Folding bike:

A folding bike is a bicycle designed to fold into a compact form, for easy transportation and storage. Folding bikes are very popular around the world, and especially in cities. Is an important feature of our e-bikes especially for the commuters.

PORTABILITY. Most trains and buses allow a folded bike to come aboard, even during peak hours. Foldable bikes also fit easily into the trunk of your car or taxi.

THEFT PREVENTION. You don't have to lock your bike outside, just fold it up and bring it in with you to the office, or while you're running errands, and once our customers are in the office, they can also charge the battery.

SMALL FOOTPRINT. No CO₂ emissions from our e bikes, and it helps with the congestion of the busy city traffic.

LAWS AND REGULATIONS: Our customers don't need an insurance policy, or they don't pay any taxes, nor don't need to have a driving license in order to ride a bike. They have to be 14 years old and is recommended the use of helmet that we sell separate. All the bikes have night lights included to respect the health and safety regulations.

Mountain Bike

Mountain bikes are generally specialized for use on mountains trails, single track, fire roads, and other unpaved surfaces. Mountain biking terrain commonly has rocks, roots, loose dirt, and steep grades. Many trails have additional technical trail features such as log piles, log rides, rock gardens, skinnies, gap jumps, and wall-rides. These bikes are built to handle these types of terrain and features. The heavy-duty construction combined with stronger rims and wider tires has also made this style of bicycle popular with urban rider and couriers who must navigate through potholes and over curbs. The battery allows a maximum of 60 km assisted paddles and is really helpful especially on the tough slopes.

ROLLA offers a 2-year warranty on defects or breakages affecting the frame, malfunction and/or breakages affecting bicycle components (handlebars, brake, levers, wheels, pedals,

etc.), electric motor, display and 2-year warranty on the battery pack (60% of nominal capacity).

The warranty does not cover bicycle components that are subject to wear and tear. Faulty components will be repaired or replaced free of charge during the warranty period.

All repairs and replacement carried out under warranty must be performed by an authorized vendor and only after receiving approval from ROLLA.

Mission and Vision

The mission of ROLLA is to create a cleaner environment and cleaner planet by promoting as much as we can the use of bicycles of all kinds and especially the e bikes and especially in the city. We are aiming to raise more consciousness regarding air quality of our cities and planet by reducing the levels of CO₂ for a cleaner planet for our future generations. We are hoping to create more awareness inside of all generations in regards of sedentarism of using the car, and how beneficial can be the use of bicycle for our health.

Our Vision

Rolla believes in the power of bicycling to help create a healthy, prosperous, resilient and equitable future for all people of the region. We envision safe, convenient transportation options for everyone and the freedom to get around easily. We aim to share the joy of bicycling and make it an easy choice for everyone. We also know that street safe for bicycling are safe for walking and vice versa. We imagine a future where people of all ages and abilities can bike, walk, and take transit safely, wherever they are and wherever they live.

Our Values

Safety – Both on the road and in our shop. We want people to be comfortable riding our e - bikes and safety on the roads is one of our most important values. Therefore, we offer discounts in purchasing helmets and protection equipment when our customers purchase our e bikes.

Personal health is another important value that we have because we consider and is proven that riding a bike it helps with your blood circulation and reduce anxiety. These are just two of the most important benefits but there are a lot of health regarding advantages from riding a bike.

Customer satisfaction is really important to us in order for our company to become more and more popular and we are aiming to always have 5 stars reviews from our clients on our website and also on Amazon and eBay stores.

We think that our business can grow really quick because of the in-demand product, and we can sell at least 1000 pieces in our first year, and from there sales to grow exponentially every year. We will create specific ads for our e bikes on Facebook, Instagram and all social media channels. We want to participate in different health orientated events and attract different celebrities in using our e bike in order that our audience will grow, and we can show the benefits of riding an e-bike.

Marketing Mix

Virgiliu Bahvalov (2123038)

Introduction

The goal of marketing analytics is to measure and optimize your marketing activities. The business will analyse marketing data and come up with a marketing plan after considering all available information regarding the market. The process is very important for any business. Additionally, it allows you to see how well your current marketing techniques have performed in the market. This report shows how things have progressed and what has been achieved in the past.

External and internal factors are also considered in marketing data analysis. Consider how the company does in the market you are going to compete in, as well as its strengths and weaknesses. Data from all marketing channels are gathered and consolidated into a single marketing view through marketing data analysis.

Marketing mix

Professor and academic Neil H. Borden is credited with developing the marketing mix concept, which elaborates on James Culliton's idea that executives mix ingredients. Ingredients are different marketing features and practices. Professor and author Jerome McCarthy refined the marketing mix to include four key components: Product, Place, Price, and Promotion. McCarthy wrote *Basic Marketing: A Managerial Approach* in the 1960s about the '4 Ps'. In 1981, Booms and Bitner, two modern academics, identified 3 additional factors: Physical Evidence, People, and Process. As a result, we have the 7 Ps of the marketing mix today, which constitute the extended marketing mix.

ROLLA 7Ps

Product

Rolla is a range of electric bikes where any person will find the bicycle which will suit their needs. Electric bikes, or e-bikes, are bicycles equipped with electric motors to assist you when you pedal. The bike's motor will be powered by a rechargeable battery. E-bikes are classified as such because the motor helps you rather than propels you alone. As a result, you need to pedal to get that assistance. You can adjust the motor's power based on how hard you pedal and how much support you choose. There are a number of modes available in electric bike

systems, allowing you to balance pedal power with range and battery life. In Rolla, we offer the two most popular and useful types of bikes:

Electric Mountain Bike Rolla FDM1 - are bicycles with an electric motor and battery, intended for off-road riding. Like traditional mountain bikes, E-MTBs have wide tires, suspension, disc brakes, and trail-ready geometry. To help the rider pedal, they also have pedal assistance.

Foldable Electric Bike Rolla FDZ1 - A folding design makes it easier to carry around in a compact form. As a result, folding electric bikes are very easy to transport and store. Brilliant for city commuting because it is possible to travel on public transport with them in a folded state and less stress to find bike stolen since you can take it wherever you go.

Place

As a base platform, Rolla bikes will be sold on their own websites. Contact information, updates and news about the company and products, all related descriptions, and a particular discount - the customer will benefit if they access our site. User-friendly interface and neat design, also customer service chat for all inquiries. As another selling strategy, Rolla will use the most popular e-commerce platform, such as Amazon and E-bay.

Pricing

Our price for the start range of bikes will be:

700£ for Foldable Electric Bike Rolla FDZ1 and 800£ for Electric Mountain Bike Rolla FDM1.

Also, a wide range of merchandised accessories will be available at a competitive price, since the main idea is to promote our brand. Helmets, gloves, phone holders, different-sized bags, cycling backpacks, water bottles and bottle mounts, lights, and many other accessories will be sold in the same way on our website and e-commerce platforms. Our customers will benefit from free delivery doesn't matter which platform they will use to obtain any of our products.

Promotion

Google and Amazon advertising. One of the most working and productive ways to promote your brand and product, people who are looking for electric bikes, in the first are looking where to buy one on Google and Amazon, that's why is very important that your products to be one of the first shown. Google Ads and Amazon Advertising are both excellent advertising tools that can enhance any online marketing campaign.

Merchandised accessories and business cards are included with every package. We understand that some accessories could be bought separately by the customer only because

it will be well priced, that why we want to make sure they will find out about our range of electric bikes. Websites and contact details will be printed on the business cards.

Tech-related expositions. We will use our products on tech and bike related exposition to promote our bikes and to give a chance to potential customers to try our products before they will buy one.

Physical Evidence

Rolla brand is designed in orange and black colours. We aim to assure customers that our electric bicycles are a good quality and affordable. Electric assistants on bikes help you to travel more comfortable to work, educational intuition or any other commutes. It is eco-friendly and very cost effective. Our bikes will suit the working people who need to get every day to their job place, same to the students who needs to travel to the campus, and even for peoples who wants to take city brake and get away to discover new places. The main idea is that our bikes can be taken anywhere be it a car when you travel or public transport when you need to use it. You don't need to worry about it being stolen because our bikes can be stored at the workplace and home in cupboards because of its small sizes when is folded.

People

Every person in our team has a clear obligation. We have a member who will respond of logistical part which includes contacts with suppliers, make sure that all the products will be delivered at our storages safe and on time and at the end the product should arrive to the customer in the same manner. Another member will take care of our online promotions and own website, good quality photos, videos, description, and updates will be handled as well as costumer service. Also, one mechanic will be hired to inspect the products on arrival, make sure it is not damaged and all the parts are in mint condition, his work also is work on warranty enquiries, supporting the customers on technical questions and repairing the faulty bikes which is on warranty period. Financial part of our business will be as well handled by a competent person who will also use data analysis to make future decisions of our potential sales. Delivery will be carried by our delivery partners which is Hermes or DPD depending on the area of customer's place.

Process

To buy a Rolla e-bike is very easy and you don't need to spend much time on overloaded websites. The customer will have a choose between our bikes and they will see a light but very informative description on the first pages of our selling platform. To order a product, be it bike or accessories, you need just to add them to the basket, afterwards put your contact and delivery details, then choose the payment method. The customer receives an invoice, after

getting a confirmation with order details and estimated delivery time. All the warranty details could be founded in the warranty book where every service will be registered and noted. Contact details should be always easy to find on our website, where our e-mail address, residential address, phone numbers and live chat will be available for the customers so they can get an answer on every type of the enquiries.

Porter's Five Forces

Porter's five forces model determines an industry's profitability by analysing five industry forces. An industry is shaped by five key competitive forces according to Porter's Five Forces Model, created in 1979. As identified by the five forces, they are: **New Entrants, Substitutes, Clients, Power of Suppliers and Competitors**. In an industry, these forces determine its structure and level of competition. By revealing how powerful each of the five key forces is in a particular industry, the tool is useful for formulating a firm's strategy.

Here is Porter's Five Forces of Rolla E-bikes:

New Entrants

The barriers of entry are moderate, you don't need much experience to start a business with manufacturers and suppliers, hard part is to make sure you have exactly idea of what product you want to purchase from them and give a perfect instruction of what are you expecting. Electric bikes now are widely produced and there is a big choice of models and quality parts. Also, there is no big amount of finance invested on the start comparing with other types of businesses.

Switching cost for users is also moderate, an electric bike is more expensive than a classic bike, but much cheaper then other types of transport, in terms of money is not a cheap option to switch the product.

For the beginners the hard part is to make people believe that their products are worth the money, because there is number of brands which already has a loyalty from the customers.

Substitutes

In terms of transport the electric bikes have a lot of substitutes, cars, public transport, motorbikes, e-scooters, and others. But for the electric bike you don't need license as for cars and motorbikes, you are not tight in time like when using public transport, and e-scooters are still illegal for use in England, while electric bikes are fully legal and are not restricted for using on roads. The main benefit of E-bikes is their cost effectiveness, is the cheapest way to travel,

you will never be stuck in traffic, and is very eco-friendly. Not a product will be able to substitute all those benefits.

Clients

Number of clients is huge because cycling is very popular way to commute or use it for leisure. Customers are willing to choose to upgrade to electric variants because of its effectiveness. Buyers also have a wide range of choice for brands and part of them are very loyal to particular ones. Even according to all the benefits, customers are still having access to a large number of substitutes. And access to information and other brand is open and can be found any time online.

Power of suppliers

On the market of electric bikes you can find a very large amount of suppliers who has a strong competition. Switching cost to another supplier is low, and it is very easy to find alternatives. Because of competitions is possible to negotiate prices and contract modifications. Also, now all the suppliers are using a good quality standards so the final product will not loose the condition even if suppliers where changed.

Competitors

On the market is a lot of other brands who sell a similar products, some of them already have a big base of loyal customers and they still appear. That is why is so important to keep a good quality of product and customers service, need to make customers trust you giving a warranty which shows that you are sure in your product. A competitive price, and a beautiful modern design of bikes which Distinguishes our brand from others.

Pestle Analysis

Sergiu-Viorel Chiran (2121857)

We do Pestle Analysis to realize the complete environment of the country in which our company operates. Pestle analysis is an eagle-eye view from different angles regarding the environment of the country where we want to open our business. Each element of this analysis (P for Political, E for Economic, S for Social, T for Technological, and E for Environmental) makes us realize the external threats and opportunities of our business environment. Also, helps us develop a mature and pertinent strategy that we need in our company to be successful as a business.

A managing strategy of the business is really important for us to know where to go and what our mission and vision as a business are. Therefore, the PESTLE Analysis is important as a first step in discovering the environment and researching if we have enough opportunities in order for our business idea to be successful.

Political environment

The political environment is really important because it gives us an idea of how stable a country on the political spectrum is and this, of course, has a big impact on all aspects of the country (economic, social, technological etc.). It also gives us an idea of the trends of the taxation laws and any kind of continuing politics that a country might have that might be of interest to our business. Of course, these trends might change especially the taxation strategy.

For example, for us, ROLLA is really important to the environmental trend that the UK has as a strategy. The UK is one of the most active countries in trying to reduce petrol fuels and use green fuels. We consider that no matter what political party is governing in the UK this environmental trend will stand. Also, specifically for London as a city, the trend is to reduce the use of the automobile, especially for commuters, which we consider that it is a great opportunity for us as ROLLA that we are selling e-bikes and we create a substitute for cars especially the ones that use petrol fuel.

Brexit means a different type of taxation especially when we import goods, but it doesn't mean something bad necessarily, is just a different deal that the UK has with China in regards to the taxation of imported goods. We have established a strategy on how to import goods, and

instead of importing the e-bike directly assembled, we import it by parts, and we will assemble it in our deposit. This strategy will allow us to cut in half the amount of taxes that we have to pay to the UK government.

Economic environment

The economic environment refers to the economic performance of a country that directly influences our business, it gives us an idea about the pricing strategy of our products and services.

The economic situation in the UK is not really great recently. Inflation is at its higher picks in recent years due to Brexit, Coronavirus, and Ukraine war. A study on the office for national statistics from 2022 shows us that the motor fuels went up with a ratio of 42.3% since 2021 (office for national statistics, 2022). It can be an opportunity for us because society doesn't want to spend more and more money on petrol fuel so they might prefer a different means of transportation instead of their car. In an article from 2021 Sutton explains that 6.7% of the workers in the UK prefer to commute to work by bicycle, that number is increasing every year from 2020 onwards with at least 1% of the total population of the UK, which makes us realize that there is a big opportunity on the e-bikes market.

People can see our e-bicycles as a way to reduce the cost of living, by not spending on gasoline every week even though at the beginning they must pay £800 approximately for the e-bike and even though the electricity bill will be higher. To avoid the high electricity bill from home, batteries can be charged at the place of work, and to have a fully charged battery it takes around 4 hours to complete, and a fully charged battery lasts for about 60 Km on your e-bike. Also, multiple batteries can be bought from our online shop.

Social Environment

The social factor of our research is important because it analyse our customer's culture, and it defines a better strategy in regards to what are our main target as customers, how is our product impacts society and also helps us define promotion strategies.

We live in a society that every day is more and more conscious about our carbon footprint on the planet, and every day people try to help more and more, especially the new generations.

In a recent article done by Master Card, they did a study in 24 countries around the globe and the study reveals that 54 % of the interviewed believe that it is important to reduce the carbon footprint (Banga, 2021).

Having this trend in mind it is safe to say that our product is part of this trend and the demand for this product is higher and higher. Our main target is people between 20 to 50 years old who commute every day to work but also people over 50s that want a bicycle that gives them the opportunity to rest and also to help with the tougher slopes. Bowden in 2020 mentions in an article that Halfords, which is one of our biggest competitors on the e-bike market, sells 65 percent of its e-bikes over 55-year-old. That doesn't mean that we don't have customers of younger age than 20, though.

The health benefit of our product is also really attractive to our customers, and we have different studies and articles that talk about the amazing benefits of riding a bike: improves cardiovascular health, improves muscle tone, improves well-being and reduced stress. This aspect of our bikes gives us an important advantage on the transportation market.

We consider that our product is family-friendly and anybody over 14 years old can ride one of our e-bikes. Our promotions and commercials we consider have to be family orientated and health advantages orientated.

Technological environment

This factor is analysing the automation, research and development, and the amount of technological awareness that a market possesses. The technological advances in the UK don't influence our product too much.

We consider that our e-bikes are a very user-friendly product in regard to technology use and it doesn't require a lot of instructions, anybody can understand the way it works, to turn on the power and to turn it off. We include in our e-bikes boxes a user manual that explains everything on how to turn on and off the bike and our recommendations for use inside the city and outside the city.

The folding process is also easy to understand and explained in the user's manual. We explain each step and we also include videos on Youtube.com where we show effectively how to fold and unfold the e-bike. We think that people don't consider it hard to use because of the success that it has among of plus 55-years-old people.

The battery is easy to remove and the technology of charging the battery is basic, we also include the cable to charge the battery. We offer extra batteries for an additional cost. Night light is easy to turn on and off so that our customers do not struggle in regard to that.

Legal environment

This aspect of our analysis talks about certain laws that can affect our operation in a specific country. First of all, the minimum age required in the UK to ride an e-bike is 14 years old. We have to specify this in our boxes, manuals, and commercials. According to the law, our customers don't need a driving license in order to be able to ride an e-bike.

Second of all, UK law regulates the use of e-bikes and specifies that the e-bike has to have a motor with a maximum power of 250Wh, it must be pedal assist only – a throttle is only allowed for speeds up to a walking pace. The motor has to stop assisting when you get over 25 km/h. You can pedal your bike as fast as you like of course, on your own steam.

Third of all, helmets are recommended but not mandatory. Of course, we recommend the use of the helmet, and we have different models on sale together with the e-bike.

Our customers don't need insurance to ride an e-bike according to UK law, as long as they are considered EAPC (electrically assisted pedal cycles) they have the same regulations as a normal bicycle.

The folding of the e-bike is important because it obeys the regulations of Transport for London not to go inside the trains and tubes with a bike. The small model folds into the dimensions of a suitcase.

In accordance with health and safety procedures, we include the lights and reflectors for both our models and these are mandatory during the night-time (from sunset to sunrise) according to health and safety regulations.

Environmental regulations

Our e-bikes contribute to a healthier life for our customers, also to the reduction of petrol fuel. As I mentioned before the use of e-bikes reduces our carbon footprint on the planet by reducing the consumption of petrol fuel, and zero emissions.

In an interesting study [bosch-ebike.com](https://www.bosch-ebike.com) from 2022 analyses the entire life cycle of e-bikes and the carbon footprint. They say that for the entire lifetime of an e-bike the CO₂ footprint is about 14g/km, which includes manufacturing(which is 75% of the carbon footprint), packaging, and use. They mention that when you use your e-bike the value of CO₂ is 2-5g/km and that is because of the energy needed to recharge the battery. According to the Federal Environment Agency, cars emit about 150 g CO₂/person-kilometer while public transport emits between 60 and 80 g CO₂/km. We can see from this study how beneficial is for the environment the use of the e bicycle.

We also encourage our customers if they want to dispose of their battery to bring it to us and when they do that we offer a voucher of £25 for our shop, like this we make sure to dispose of the electric batteries responsibly.

Another advantage for the environment when our customers use the e-bike is helping with the road congestion, especially in a busy city like London.

Having in mind this PESTLE analysis we can create a SWOT analysis that will underline our business strengths and weaknesses.

SWOT Analysis

Strengths

The e-bike is a cost-cutting means of transport that is more and more popular. It is also environmentally friendly, and our customers don't pay any insurance or any tax in order to use it. It helps to reduce the carbon footprint and is a trendy product.

Weaknesses

Our main weaknesses are that we are a new company and have to create a name for ourselves, which takes time, and we don't have the finance that a big company has in order to invest a big amount at the beginning.

Opportunities

The demand for e-bikes is growing rapidly in UK and people are using them more and more to commute and to save money on petrol fuels. The folding e-bikes are in demand, especially for commuters.

Threats

The unstable economic situation lately can be considered a threat to our young business.

After doing the PESTLE Analysis and SWOT Analysis we think that our business has a good chance to enter the market in the first year and establish a name for ourselves by selling the same quality e-bikes as our competitors but for a smaller price. The market is great, and e-bikes are a trendy and on-demand product.

Product description

Valentin Scriosteanu (2122219)

As the population increases, the demand for vehicles increases. People will need room for both driving and parking as the number of vehicles increases. As we all know, there is a finite available space, and the growth in the number of automobiles on the highways is producing traffic congestion, necessitating the need for parking spaces. Additionally, pollution is a contemporary concern. Each day, the pollution reaches new thresholds. Thus, the notion of a folding and transportable vehicle emerges.

Measurements

The Foldable e-bike is effortlessly collapsible; thus, it does not need a parking space. The folding FDZ1 model e-bike measures 93x73x55cm making it five times narrower than a standard automobile. It may be used in different retail malls, enterprises, college campuses, etc. due to its compactness. In many circumstances, a foldable e-bike may be utilized to travel short distances. On the roads, it can be utilized for travel. Instead, than queuing up for a cab or shuttle, our customer decides to drive himself. It may be constructed in about one to two minutes and includes operational brake lights and turn signals.

Motor

To alleviate the shortcomings of the current concept, we are replacing the engine with a rear-mounted 250w brushless motor and battery positioned in the back. Foldable e-bikes may be constructed and disassembled on demand and can be transported anywhere. If necessary, we can construct and operate the vehicle in less than two minutes. In this foldable e-bike, there are two wheels, the power is sent to the rear wheels through a shaft, and the front wheel is utilized for steering.

Tyers

Wheels must be sturdy enough to sustain the vehicle's weight and resist the forces generated by typical operation. In addition, they must be as light as possible in order to minimise unstrung mass. Our e-bike versions include 16x1.75-inch and 26x1.25-inch tyres, with 16- and 26-inch wheels.

Research proved that a 25mm wide tyre rolls quicker than the 23mm most usually sought, there has been an increase in the demand for larger tyres. According to Wheel Energy Oy (cited in Fricker, 2017) specialized produces a 26mm wide tyre that, when evaluated for speed, Finland, outperformed all others from a variety of widths included in the research. The analysis

also revealed that tubeless tyres are the best option for riders seeking a dependable tyre with a low rolling resistance. Not surprisingly, tubular tyres – sometimes known as "tubs" – seem to be more popular than ever, not just on race bikes as well as for training.

Battery

Rolla makes use of a novel lithium secondary battery system. Our e-bikes feature 36V 8.7Ah lithium batteries with a range of 60 kilometres that can be charged in 3 to 4 hours. This innovative battery has both high-energy and high-safety properties, and the utilisation of a lithium/Sn–C composite anode is successful in eliminating inherent safety difficulties associated with metallic lithium anodes in Li/S batteries (Sun et al., 2007). Moreover, since the ingredients for this battery are generally accessible and inexpensive, as well as its easy assembly processes, this technology has enormous industrial application potential.

Half – folding method

Numerous folding frames resemble the safety bicycle's diamond-shaped frame but contain a hinge point (single or multiple hinges) that enables the bicycle to fold nearly in half. Seat columns and steering may be raised or lowered using quick-release clamps. Combining a comparable swing hinge with a foldable steering column is possible. Folding designs may have bigger wheels, or wheels of the same size as non-folding versions, for consumers who choose riding above foldability, like our FDM1 model. Gocycle, Mirider, and Brompton are manufacturers of bicycles using this kind of fold.

Chassis - magnesium alloy

Rolla e-bikes will use a magnesium alloys chassis because according to recent studies magnesium alloy is lighter than most metal, such as aluminium and steel. According to Aghion, Bronfin, and Eliezer (2001), magnesium alloys are the lightest structural material and are thus well suited for use in the transportation sector. Components of magnesium alloys are often manufactured using a variety of casting techniques.

Brakes

A disc brake is a form of brake in which callipers push plates onto a disc or "wheel" to generate friction. This operation inhibits the spinning of a wheel, such as the axle of a vehicle, either to lower its rotational speed or to stop it. The motion energy is turned into waste heat that must be dissipated.

Mountain bike disc brakes may vary from basic, mechanical (cable) systems to costly, effective, multi-piston hydraulic disc systems, which are typically seen on mountain competition bicycles. As a result of technological advancements, vented discs, similar to those

used on automobiles, have been developed for use on mountain bikes to prevent heat fade during rapid alpine descents.

Throttle

Rolla employs full-twist-throttle. The throttle on an electric bicycle is the physical link you have with your e-bike.

Full twist throttles are the opposite of thumb throttles in that they are the biggest form of E-bike throttle and demand the use of the entire hand to control. The full twist throttle occupies the whole end of the handlebar, totally replacing any grip that was previously on the end of the handlebar.

The rider merely takes a grip of throttle and turns it back towards himself to operate it. The full twist throttle will be recognisable to anybody who has driven a motorbike or scooter. It works similarly to the throttle on most bikes. Many people favour full twist throttles since they require the use of the whole hand - all five fingers grasp that sucker. This helps you to grip on firmly, handle properly, and twist using your wrist rather than your thumb.

Operations

Working principles

The operation of a folding electric bike may be divided into two parts:

1. Electric operation

The electric system consists mostly of batteries, a brushless DC motor, and a controller. The controller connects the batteries to the brushless DC motor. The controller is linked to the throttle as well as the e-brakes. The brushless DC motor will be powered by the batteries, which will be charged by a 220V, 2amp power source. The brushless DC motor's speed is controlled via the throttle. The vehicle speed is raised or lowered when the throttle is accelerated by adjusting the current supply via the controller. When the e-brakes are applied to the bike, the circuit is broken and the power to the motor is switched off.

2. Mechanical operation

Foldable joints in the mechanical functioning allow us to fold the bike after usage and store it or bring it wherever. This bike also includes a fast release mechanism that keeps the frame together while the bicycle is open and ready to drive while also allowing the frame to shut into a compact shape when required. The bike may be started by inserting a key into the key slot and accelerated by using the throttle. The back wheel will begin to rotate, driving the front

wheel and propelling the bike ahead. When we finish riding the bike, we may fold it into a small shape that can be kept anywhere and charged and utilised.

Ordering

To order an e-bike, our customers go to our website or Amazon Marketplace shop. From there, they choose the model they want, and add it to the cart. After adding a shipping method and payment information, they're taken to a page where they can review their order information before finalizing it. Furthermore, when an order is placed on our website, our team creates an order entry ticket and inventory is updated to reflect the new order. When an order is placed on Amazon Marketplace, inventory is updated to reflect the new order. This means that when the customers place an order via our official website or Amazon Marketplace our order list gets to be updated and forwarded to our supplier in China so that our partner can fabricate and deliver the bikes in fashionable manner.

Inspection and assembly

We have agreed with our supplier to deliver our bikes from China in batches. For example, a box will contain throttles, next box will contain disk brakes and so on. We will use this partitioning method in order to save storage space and delivery cost.

Up on arrival our inspectors will inspect the bicycle parts, assembly the bicycle and pack it accordingly to be delivered to our U.K based customers.

Next day delivery

Once packed package will be delivered via next day delivery, fast shipment method.

We estimate that the total delivery time will be 5 – 7 working days.

Warranty

ROLLA E-BIKE COMES WITH A 2-YEAR WARRANTY ON:

1. 30 days MONEY BACK GUARANTEE

We have confidence in the quality of our folding hybrid bicycle. In fact, we are so confident that if our clients tries it and do not like it, their money will be refunded. If our client is not completely pleased for any reason with our bike they can return it to us and Rolla will provide a full refund, no questions asked. We, at Rolla, want those who are sceptical about purchasing an e-bike to personally experience its greatness.

2. Defects or damage to the frame and the motor.

The warranty protects the user from defects or damage to the frame and the motor. The warranty is valid for two years after the date of purchase. The company will replace or repair the product free of charge. Proof of purchase is required. The warranty is valid for two years.

3. Bicycle component malfunctions and/or breakages (handlebars, brake levers ,wheels, pedals etc.)

Bike riding is an activity that comes with a certain amount of risk. Risks inherent in the sport are the responsibility of the rider. However, manufacturer's defects and product malfunctions are not the fault of the rider and require a solution to be provided by the manufacturer.

The bicycle components malfunctions and/or breakages (handlebars, brake levers, wheels, pedals etc.). These are the damages that are covered by the warranty. The duration of this warranty is correlated to the life expectancy of a product and is clearly detailed on the respective product page. Warranty coverage starts from the date of delivery of the goods by us to you.

The warranty does not cover:

- Normal wear and tear items such as tires and inner tubes. These are consumable parts and are expected to show wear during their useful life.
- In case of damage caused by an accident, neglect, or abuse.
- Improper assembly or use of non-genuine parts.
- Damage caused by use outside of normal operating conditions.
- Damage caused by improper assembly, maintenance, or repair.

Financial Part

Iurie Chetrari (2120450)

As was mentioned above, our business and company type is Private Limited Company. We chose this type of company to have limited responsibility like a person and is better than shared ownership because is already a company. Our company will have 5 directors with equal sharing of everything. The initial investment we decide to make a share of it. That will be 20 000GBP for each director. So, our initial investment will be 100 000 GBP.

Our business is to buy bikes from China and sell it in United Kingdom.

From our initial investment we decide to buy 100 units of each type of bike. The rest of money we will keep in the company to develop it. From the rest of the money should be enough to cover all our expenses for the start, while business will have a breakdown point and will cover by itself all the expenses. This money will be enough to give us a good start for the company and make it work. Like I was mention before that we are a new company, and the bank will not give us a loan and China seller will not want to be a Creditor. Therefore we decide to invest our own money. Plus, we decide for the first year to don't give ourselves any salaries and most of the profit to put back in the business.

For this year our plan is to sell an amount of 500 units of each bike, that will be in total 1000 bikes.

Also, we know how the British consumer are, we plan to have a return of 10% of all our products. But we will not lose nothing, because it is going back to our stock.

Also, we planning to have in stock always 100 units of each bike. So, the process is we sell something and we order more straight away. In exception cases we will use super-fast delivery from China. But in this case as well we have nothing to lose, because we will charge our costumer.

Next, I will present the Trial Balance Table with all the commits on it:

Trial Balance Table

	Dr (£)	Cr (£)
Sales		750 000
Purchases	260,000	
Sales return	75 000	
Open stock	75 000	
Wages and Salaries	20 000	
Storage	12 000	
Delivery services	15 000	
Insurance	20 000	
Marketing	1000	
Total	478 000	

As is showing on this table we planning to sell 1000 bikes, that estimated price of one unit is £750. As is showing above how we deducted this price I will not write it again. Just in 2 worlds, this price was created by analysing market, put a little bit lower price than market. As I say before we plan to sell 1000 units of bikes. So, from these sales we will have £750 000.

We buy it cheap from China and because we buy a big amount, we get even a discount. So, at the end we buy 1 bike for £260 and 1000 for £260 000, delivered here to UK.

Like a said before that we plan to have a 10% return of the customers, that will be £75 000. In the same time, we want always to have in stock 100 each unit bike. So, to don't waste money, our 10% of return will come back to the open stock, that will reduce it price from £150 000 to £75 000.

We always will have an employed maintenance that will do repairs, check all the bikes before we send it to the customer, fix the bikes and change the parts. We will pay to this man £20 000 a year.

All the bikes will be delivered from China straight to our storage. By checking market and all the opportunities, we find a decent storage, that will be more than enough for us. This storage is £1000 monthly and is £12 000 per year.

Most of our costumers will want delivered his bike to his place. So, we will have a contract with DPD. DPD will collect bikes form our storage and deliver it to customer's place. They will charge us £15 for 1 bike. So, like we plan to sell 1000 bikes for the year will be £15 000.

In United Kingdom insurance is everywhere. So, we decide to get insurance for our bikes as well. The insurance company will charge us £20 per bike for 1 year, in our case we will have £20 000.

To have a good success, and good selling's, we need to have a proper marketing. And now most of the people looking to buy something on internet. To promote our bikes, we will give money to google, Facebook, Instagram and other social media. On this marketing we will spend no more than £1 000 a year.

Counting all this spendings we will have a total count of £478 000. Base on this sum and our sales we will manage to make rest of the calculation in Trading, Profit & Loss account.

Trading, Profit & Loss Account Table

	<i>Dr (£)</i>	<i>Cr (£)</i>
<i>Sales</i>		<i>750 000</i>
<i>Sales returns</i>		<i>75 000</i>
		<i>675 000</i>
<i>Less Cost of Sales</i>		
<i>Opening stock</i>	<i>75 000</i>	
<i>Purchase</i>	<i>260 000</i>	
	<i>335 000</i>	
<i>Closing stock</i>	<i>(150,000)</i>	
		<i>(185, 000)</i>
<i>Gross Profit</i>		<i>490 000</i>
<i>Less expenses:</i>		
<i>Wages and salaries</i>	<i>20 000</i>	
<i>Storage</i>	<i>12 000</i>	
<i>Delivery services</i>	<i>15 000</i>	
<i>Insurance</i>	<i>20 000</i>	
<i>Marketing</i>	<i>1000</i>	
<i>Net profit for year</i>		<i>(68 000)</i>
		<i>422 000</i>

By analysing the trading profit and loss account table we can see here. As I was saying before that we plan to sell 1000 units of bikes. The average price is £750, so from our sales we will get £750 000. To make this money we will spend £328 000 (purchase + other expenses, excluding closing stock). Our profit will be £422 000. But we had our initial investment of £100 000. So, really, we spend from our sales just £322 000.

To see the real profit of our business I will demonstrate a quick calculation how much for us is costing 1 unit to make it ready for seller and for how much we will sell it to the customer.

The actual purchase and all the expenses are £328 000 for 1000 pieces.

So $328\,000/1000 = £328$ for one unit.

And we sell it for £750 average price, that is more than double but exactly $750-328=£422$. From every single bike we get £422 after all the expenses, that is not bad at all for a new start business.

As I was talking above, we want to keep as more money in business as we can, to develop it. From our initial investment we can cover our expenses for:

- We buy 100 each bike so, like I told we buy it from China and we pay for 1 unit £260.
- We will buy 200 units for start, that result $260*200 = £52\,000$
- The wages for man, storage, insurance, and delivery we will pay monthly.
- Like we know our other expenses are £68 000 a year. But for now, we have in stock just 200 bikes so our wages and salaries will be monthly as well and storage, but we have insurance just for 200 bikes and delivery as well.
- So, from our £48 000 from our initial investment we can pay: wages, storage and marketing. $48\,000-20\,000-12\,000-1\,000=£15\,000$.
- Delivery is £15 for a bike, result from it for 200 will be $15*200=£3\,000$
- Insurance is £20 for a bike, result from it for 200 will be $20*200=£4\,000$
- At the end we will still have some money in business: $15\,000-3\,000-4\,000=£8\,000$

So, in the worst case if we sell just these 200 bikes, we still will be with something:

$200*750=£150\,000$, and to take all our expenses that is 92 000, our clear profit will be £58 000.

But this is the worst that can happen, and we are not predicting about it. We predict that we will sell 1000 units and will have a profit of £422 000.

This was a prediction for one year, and this prediction is very good one. One of the most popular and most effective business was, is and will be buy and sell business. The main problem of this business is customers and concurrence. Difficult to find good customers and it is very easy to get strong concurrent. But in the same time, we predict that if this year will be nearly like our prediction are will be a good opportunity to grow up the business.

Most of the money that we make, we will get just our initial investment and some money, rest of it we will spend on develop the business. Buy more stock, difference stuff, and get new customers. Try to sell it abroad, not just in United Kingdom. Open more stock and hire more stuff. For future make our own delivery, own site and a proper strong brand. If will get a bigger staff can try to assemble it here, that will cost us cheaper.

Like I was showing above, I make all the calculation for the good case and for the worst case. In both of them we are in winning. But like in everything can be an the worst one, that we will not sell nothing. Once we will see it hope we can return all the stuff that we buy from China and get some of our money and try again. But I am sure that this idea is one of the best so it shouldn't be risky. At the same time every single business is risky and who don't risk never drink Champagne and we will.

Conclusion

Catalina Georgiana Dinu (2123037)

In conclusion I would like to mention that we consider that it is worth importing our product, because according to the latest trends, more and more people in UK are using the bikes to commute to work, for being such an unexpensive means of transport. Also, the e bike has two more appealing aspects for our customers: is environmentally friendly (is reducing our carbon footprint on the planet) and it has a lot of health benefits (reducing anxiety, helps blood circulation, can help with body weight loss, etc.). Our company imports the e bikes from China by parts from a sole provider and we assemble the e bikes, test them and store them in a deposit on M25 in greater area of London, and from here we distribute them to our customers with the help of a courier service. We offer 2 years warranty, and we change parts and batteries in our deposit directly. We are a company with 5 partners equally responsible.

This assignment teaches us how planning a business before hand is really important in the success of that business. It also shows us what are the important characteristics of a business and how each part has to be planned before that actual business to happen.

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Appendix

Managing
Enterprise in the
21st Century

Module:
BMSW4006

Teacher:
Mohammad
Rahman



1. Catalina Georgiana Dinu (2123037) – Business description
2. Sergiu-Viorel Chiran (2121857) – Marketing
3. Virgiliu Bahvalov (2123038) – Marketing
4. Valentin Scriosteanu (2122219) – Product & Operations
5. Iurie Chetrari (2120450) – Finance

Business Description

Catalina Georgiana Dinu - 2123037





INTRODUCTION

- An electric bicycle also known as an E-BIKE or Booster Bike it has integrated electric motor which can be used for propulsion.
- It has great variety of different types but some common are:
 1. Folding Commuter Bike
 2. Folding Mountain Bike

Business Description

- Rolla is a Private Limited Company with 5 members
- We buy E-BIKE from China and sell them in London
- We have a contract with a courier company which help us keep E-Bikes until we sell them.
- Rolla E-bike are road legal

Product description and Services

- Rolla is selling 2 types of E-bikes:

1.FOLDING E-BIKES:

- are easy to store
- save money on parking
- environmental benefits

2.MOUNTAIN E-BIKE

- have a small motor under the frame where cranks are
- the motor only provides power when you are pedaling



Product description and services

ROLLA E-BIKE come with a 2 year warranty on:

1.Defects or breakages affecting the frame.

2.Malfunctions and/or breakages affecting bicycle components(handlebars,brake levers,wheels,pedals etc.)

Mission & Vision

- Our vision is to become one of the leading brands in the electric bike hire shop line of business in UK.
- The mission of Rolla's Company is to make the people aware of the quickly evolving E-bike, by providing honest reviews and ride reports on commercially viable products.



Marketing

Sergiu-Viorel Chiran 2121857
PESTLE Analysis



Why PESTLE?

- External factors that influence the business
- Threats and Opportunities that we might face during our operation as company
- Helps develop a business strategy for the future as well as the mission and vision of the company

Political environment

- Stable political system
- UK Environmental Trend
- Brexit influence on the importing goods

(Gijs, 2022)



Economical environment

- Inflation as a opportunity
- Fuel price going up
- 6.7% commuters use bikes (Sutton,2021)
- Electricity bills raising

Social environment

- Carbon footprint conscious
- Trendy product
- Health and fitness
- Helps with tougher slopes (Bawden, 2020)

(Norman, 2022)



(Locke,2022)

Technological environment

- User friendly technology
- Folding process is really easy

Legal environment

- Folding option inside the tube
- Maximum speed of 25 km per hour
- Night light on e-bike for health and safety regulations

Environmental regulations

- Healthier life
- Reduce the petrol fuels
- Less busy roads

Marketing Mix

Virgiliu Bahvalov 2123038



Product and Place

- ROLLA is a range of electric bicycles for every need. City Bikes and Mountain bikes.
- Suitable for all Budgets, eco-friendly and cost-effective commuting
- Warranty up to 2 years
- Excellent range of accessories
- User-friendly website and delivery across the United Kingdom.
- Selling on E-commerce platforms



Pricing

- £700 for a Folding city electric bike with a range of 60km
- £800 for a Mountain e-bike with a range of up to 60km
- Competent prices on accessories and good quality products
- Free delivery

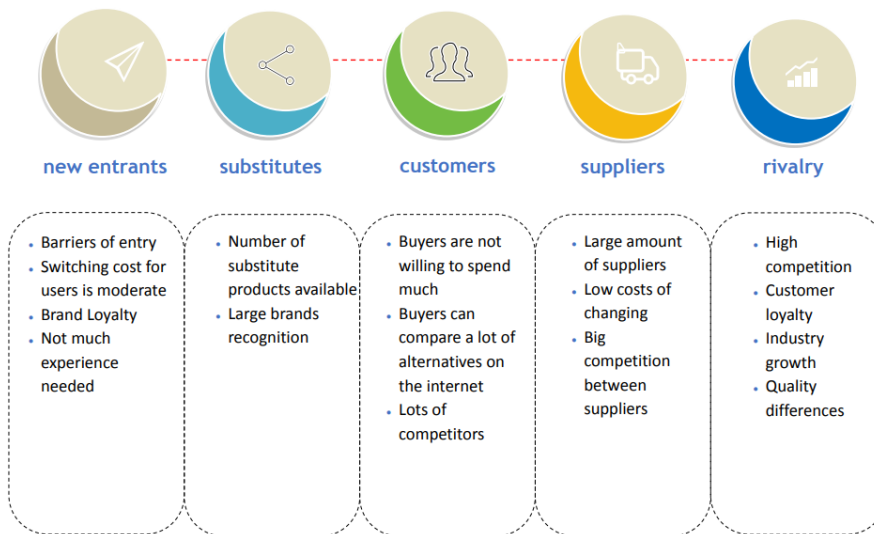


(Compton, 2019)

Promotion

- Google, Amazon, Facebook and Instagram advertising
- Business card included with every accessories sold
- Advertising on tech related expositions
- Merchandise

Porter's Five Forces



Product & Operations

Valentin Scriosteanu - 2122219



PRODUCT FEATURES



FOLDABLE COMMUTER E-BIKE DETAILS (ROLLA FDZ1 AND ROLLA FDM1)

- They are composed of magnesium alloy, weight only 21.8kg for FDZ1 and 30kg for FDM1, and can support up to 150kg and 200kg, respectively.
- They are compact and easy to store due to their dimensions of 83x63x40 and 93x73x55 when folded
- A rear-mounted 250w brushless engine and disc brakes on both wheels, 16-inch wheels with 16x1.75-inch tires, and 26-inch wheels with 26x1.25-inch tires.
- They both feature 36V 8.7Ah lithium batteries that can be charged in 3 to 4 hours and have a range of 60 kilometers on a single charge.
- LED illumination for night-time riding, LED brake lights, and a speedometer and charge level-indicating LED display that can be paired with your phone through Bluetooth.



Warranty

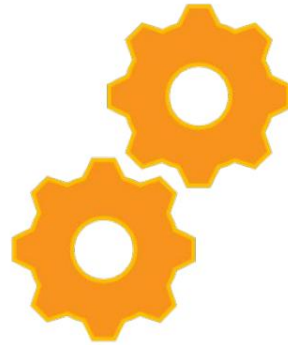
ROLLA E-BIKE COME WITH A 2-YEAR WARRANTY ON:

1. 30 days MONEY BACK GUARANTEE
2. Defects or damage to the frame and the motor.
3. Bicycle component malfunctions and/or breakages (handlebars, brake levers ,wheels, pedals etc.)



OPERATIONS

- Order is placed on our website or Amazon Marketplace
- Fast shipment from China to London warehouse
- Bicycle parts are inspected and packed accordingly
- Shipped to the customers via next day delivery
- Total delivery time is estimated to be 5 – 7 working days



Finance

Iurie Chetrari 2120450



Financial planning

- We have an initial investment of 100 000 GBP
- From the initial investment we want to buy 100 units of each e-bike
- This money should be enough for us to cover all our expenses
- It will give us a good start for the first year, by investing again our profit money
- Our directors decide in the first year to don't give salaries to ourself
- Our plan is to sell 500 units of each e-bike
- We plan to have a return for 10% of our products

Trial Balance

	Dr (£)	Cr (£)
Sales		750 000
Purchases	260,000	
Sales return	75 000	
Open stock	75 000	
Wages and Salaries	20 000	
Storage	12 000	
Delivery services	15 000	
Insurance	20 000	
Marketing	1000	
Total	478 000	

Trading, Profit & Loss account

	Dr (£)	Cr (£)
Sales		750 000
Sales returns		75 000
		675 000
Less Cost of Sales		
Opening stock	75 000	
Purchase	260 000	
	335 000	
Closing stock	(150,000)	
		(185 000)
Gross Profit		490 000

Trading, Profit & Loss account continued

Less expenses:		
Wages and salaries	20 000	
Storage	12 000	
Delivery services	15 000	
Insurance	20 000	
Marketing	1000	
Net profit for year		(68 000)
		422 000

Summary of financial part

We planning to have
in 1-year 1000 e-bikes
sold

From sales we will
have £750 000

To make this sales we
spend £328 000

Our profit will be
£422 000

We had an initial
investment of
£100 000, so we
really spend £322 000

So our profit will be
£522 000

Summary financial



WITH THIS MONEY, WE WANT TO GET
OUR INITIAL INVESTMENT, WHICH IS
£100 000.



WITH THE REST OF £422 000, WE
WANT TO PUT IN IN BUSINESS FOR
NEXT YEAR

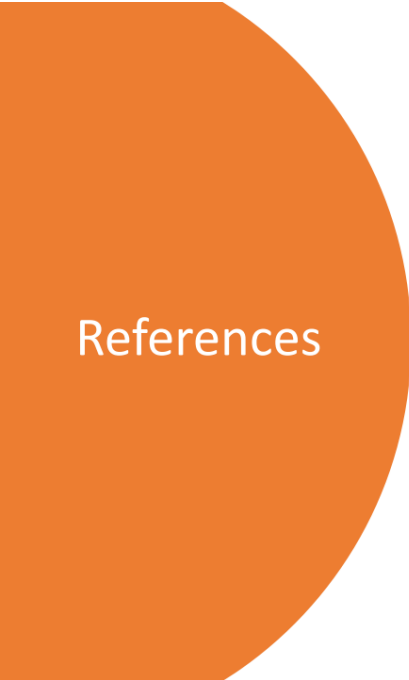


FOR NEXT YEAR WE EXPECT TO DOUBLE
UP OUR SALES, THAT WILL GIVE US
MORE THAN DOUBLE OF OUR PROFIT.



Thank You !!!

Questions Here



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